

# Dissemination Services

## Vision

Every person in the United States should receive the climate, water, and weather information they want, when and where they want it. All people at risk of hazards should receive timely alerts.

## Concept of Operations

The NWS delivers two major categories of information:

- ✓ Time critical watches, warnings, and supporting information. The NWS directs this information to people in the affected areas.
- ✓ Routine weather data, for use by customers and partners, and data for use by other interested parties. This data is in accessible storage, so interested parties can retrieve the data electronically.

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**We get instant messaging immediately. We've damage here. We've got confirmation there. We see that immediately and get it to the public within seconds. That's the greatest idea I've seen since I've been doing weather."**

**Ben Smith**  
*WAIT-TV Meteorologist*

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The NWS recognizes the importance of delivery services to NWS partners. Partners include emergency managers, local, state, federal and international government agencies, the media, the commercial weather sector, academia, and community organizations.

NWS product formats include text, graphical, digital, GIS, and audio. NWS disseminates time critical non-weather-related emergency messages from other government authorities. These additional "all hazards" emergency

messages include both natural events, such as earthquakes and volcanic activity, and technological events, whether accidental or intentional, such as chemical or biological releases, oil spills, or nuclear incidents.

## Customer and Partner Requirements

The requirements of our partners and customers are evolving as quickly as our technologies. Requirements address the following:

- ✓ **Timeliness:** Data should be delivered in a timely manner.
- ✓ **Interactivity** (as it applies to users "pulling" data from NWS servers): Once a user makes a request for information, it should be delivered in a reasonable time period to the extent it is within control of the NWS.
- ✓ **Reliability** (for warnings and watches): The service must be completely reliable.
- ✓ **Quality:** Product formats and codes should be consistent. Dissemination systems should not degrade the quality of the original information.
- ✓ **Adaptability:** Dissemination formats and mechanisms which adapt to changing needs. This implies architecture built on industry standards, which can interface with new technologies, such as mobile devices.

- ✓ **Capacity:** NWS and its dissemination partners need to plan capacity expansion for a growing number of users and increased volumes and complexities of data.

Response Plan and is pending FY 04 Congressional budget authority.

## Milestones by Quarter

### 2nd Quarter

- Develop plan for VTEC OT&E.
- Present VTEC OT&E plan to partners.

### 3rd Quarter

- Implement SAME/EAS.

### 4th Quarter

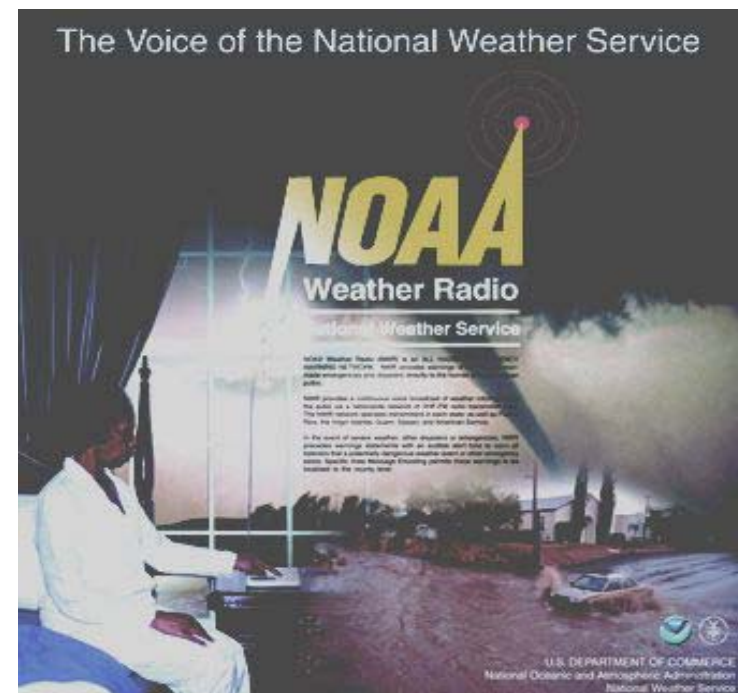
- Conduct VTEC OT&E.

## Science and Technology Requirements

- ✓ Display information in new formats including grids, graphics, and GIS.
- ✓ Develop an interactive forecast system from which customers produce user-defined, sitespecific forecast information.
- ✓ Develop geo-targeted watches and warnings addressed to sub-county areas.

## Service Change 2004

- ✓ Valid Time Event Code (VTEC) software will be finalized to enhanced VTEC specifications. Also, VTEC Operational Tests and Evaluations (OT&E) will be conducted with partners.
- ✓ New Specific Area Message Encoding/Emergency Alert System (SAME/EAS) event codes will be implemented on NOAA Weather Radio (NWR) to add equivalent product codes with emergency text messages to non-weather hazards.
- ✓ NWS will develop a digital capability to streamline the creation, authentication, and collection of non-weather emergency messages in a quick and secure fashion to speed alert and warning dissemination. This supports NOAA's responsibility in the Federal



*NOAA Weather Radio is an effective method for disseminating weather hazard information to the public.*

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**“The coordination between the National Weather Service and Emergency is excellent, and it definately saves lives.”**

**Rick McCoy**  
*Emergency Manager*  
*Van Wert County*

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## Integrated Requirements

- ✓ Baseline product formatters for products
- ✓ Installation of short duration quality control checker software

## Customer Service

- ✓ Consumer Electronics Association (CEA) will establish CEA-2009, NWR receiver standard, in cooperation with NWS.

## Outreach

- ✓ Give presentations on VTEC at appropriate media and hydrometeorology industry conferences, including those of the National Weather Association (NWA), American Meteorological Society (AMS), National Association of Broadcasters (NAB), and Radio and Television News Directors Association (RTNDA).
- ✓ Continue interactions with partners and customers in all phases of the VTEC OT&E.

- ✓ Continue interactions with the Department of Homeland Security (DHS), Federal Communications Commission (FCC), Media Security and Reliability Council, Partnership for Public Warning (PPW), and other federal, state and local agencies involved in homeland security.
- ✓ Present all hazards dissemination and NWR exhibits at government and industry shows including NAB, National League of Cities (NLC), Consumer Electronics Show (CES), Association of Late Deafened Adults (ALDA), Self Help for Hard of Hearing (SHHH), PPW, International Association of Emergency Managers (IAEM), and National Emergency Management Association (NEMA).
- ✓ Conduct NWS Family of Services and Partners Workshops.

## Contact Information

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